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U.S. DEPARTMENT OF AGRICULTURE

Pacific Grove Nursery

M. E. WHITE, Proprietor



DEINERS AMERICAN BEAUTY

PRICE - - LIST

1924 - 1925

—of—

California Grown

Gladiolus
Bulbs—

At Entrance To
17-Mile Drive

PACIFIC GROVE
CALIFORNIA

GLADIOLUS

| | Each | Dozen | 100 |
|---|------|-------|-------|
| MRS. FRANK PENDLETON (Kunderd) Bright rose-pink on a pure white ground, a giant blotch of richest carmine red on lower petals, no grander variety in existence. This is considered our finest. | .10 | 1.00 | 5.00 |
| LILLY WHITE (K) The fine new pure, snow-white gladioli that florists have long been looking for, good height, nice size blossoms, six to seven open at a time, very prolific. | .10 | 1.00 | 5.00 |
| EVELYN KIRTLAND (Austin) A wonderfully graceful flower of bright coral pink. A great favorite. | .10 | 1.00 | 5.00 |
| MRS. FRANCIS KING (Coblentz) Brilliant vermilion scarlet, most popular and effective variety for all occasions. | .10 | 1.00 | 5.00 |
| IDA VAN (K) A most beautiful deep salmon red, or flaming orange pink, very rich and brilliant. | .10 | 1.00 | 5.00 |
| SCHWABEN (Pfister) A pure canary yellow, shading to a soft sulphur yellow, strong spike and very sturdy plant. | .10 | 1.00 | 5.00 |
| PEACE (Groff) Giant blooming white, very strong grower, slight lilac mark in throat. Flowers of great size and beauty. | .10 | 1.00 | 5.00 |
| NIAGARA (Banning) A delightful cream shade blending to canary yellow splashed with carmine. | .10 | 1.00 | 5.00 |
| HERADA (Austin) Pure mauve and a most striking, stately flower. Color that is not often found in the gladioli. | .10 | 1.00 | 5.00 |
| BARON J. HULOT (Lemoine) Rich indigo blue, much superior to Blue Jay. | .10 | 1.00 | 5.00 |
| HALLEY (Velthuys) Salmon-pink with light creamy blotch, one of the earliest blooming of the large flowering sorts. | .10 | 1.00 | 5.00 |
| WILBRINK (Hopman) A sport of Halley, and blooms about the same time, delicate pale pink, a fine florist and cut flower variety. | .10 | 1.00 | 5.00 |
| PRINCEPINE (Kirchoff) A seedling of Princeps, same beautiful red, intensified with a pure white blotch in throat. | .10 | 1.00 | 5.00 |
| ARIZONA ROSE (K) A very large flower of finest rose-pink color. Almost a self color. | .10 | 1.00 | |
| NORMA Dee CHILDS —Color, delicate white, softly penciled with rose and with large sulphur yellow throat. | .10 | 1.00 | 5.00 |
| SIRIUS (K) Large, dark salmon, rich throat, fine ruffled Primulinus hybrid. | .15 | 1.50 | 10.00 |
| MYRTLE (K) Delicate rose-pink, wonderfully dainty, a sensation among gladiolus lovers as the finest flower of this shade. | .15 | 1.50 | 10.00 |

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|---|------|-------|-------|
| GRANDEUR (K) Very massive, deep vermilion pink, large graceful and exceptionally distinct and beautiful. | .15 | 1.50 | 10.00 |
| LOVELINESS (Van Konijnenburg) Beautiful cream-colored variety of good form and substance. | .15 | 1.50 | |
| PRINCE OF WALES (Van Gaten) Warm light salmon, early variety and one of the most beautiful of this shade. | .15 | 1.50 | 10.00 |
| WHITE GLORY (K) A gorgeous white, beautifully penciled iris, blue throat. | .15 | 1.50 | |
| MISS HELEN FRANKLIN (K) New and exceptional variety of the ruffled type. Pure white with violet markings on the lower petals. | .20 | 2.00 | 15.00 |
| RODANO (K) Soft sulphur, often all petals penciled pink, very pretty. | .20 | 2.00 | 15.00 |
| CASSANDRA (K) Soft salmon buff, deeper on outer border. Very good. | .20 | 2.00 | |
| MAGIC (K) Tall, finest lavender-blue, large rich purple throat blotches, fine. | .20 | 2.00 | |
| MARY PICKFORD (K) A wonderful flower and spike of delicate creamy white flowers, with sulphur yellow blotch in throat. | .20 | 2.00 | 15.00 |
| PAR EXCEL (K) Of purest deep salmon-pink with fine large pelargonium-like throat blotches. | .20 | 2.00 | |
| MARY FENNEL (K) Deep lilac, shading paler, soft primrose throat. | .20 | 2.00 | 15.00 |
| 1910 ROSE (K) Very large flower, pure rose-pink of extra fine shade, narrow white central line on lower petals. | .20 | 2.00 | 15.00 |
| MR. MARK (Velthuys) Light blue, passing to deeper blue, dark spot on lower petals. | .20 | 2.00 | 15.00 |
| GLORY OF HOLLAND —A very fine pure white. | .20 | 2.00 | |
| BYRON L. SMITH (K) One of the very best, most refined lavender-pink on white ground, extra fine as a cut flower, color equal to a very choice cattleya orchid. | .25 | 2.50 | 18.00 |
| MRS. DR. NORTON (K) Finest cream and pink, a sensation among the newer gladioli. | .25 | 2.50 | 18.00 |
| ALICE TIPLADY (K) A grand large primulinus of most beautiful orange-saffron color, very choice, fine for cutting. | .25 | 2.50 | 18.00 |
| SALMON BEAUTY (K) Very large flowered primulinus, deep salmon, rich salmon-yellow throat. Long slender stems. | .25 | 2.50 | 18.00 |
| GLADNESS (K) Lavender rose, deeper outside, penciled yellow throat, fine cut flower. | .25 | 2.50 | 18.00 |
| SENECA (K) Almost transparent, faintest wine-pink, on a delicate yellow ground. | .25 | 2.50 | |
| ALTAIR (K) Extra tall, of finest salmon saffron, a grand color. | .25 | 2.50 | |
| ARGO (K) Grand, tall, large, the primulinus, myrtle, extra fine. | .25 | 2.50 | |
| GOLDEN KING (K) Primulinus hybrid, tall, strong spike, deep lemon yellow, with blood red splotch in throat, very showy. | .25 | 2.50 | |
| FIRE QUEEN (K) Primulinus hybrid, tall, strong spike, color cardinal red, lower petals turn under and are striped lemon yellow and red. | .25 | 2.50 | |

| | Each | Dozen | 100 |
|--|------|-------|-------|
| GOLDEN GATE (K) Tall, vigorous, large showy yellow. A fine primulinus. | .25 | 2.50 | |
| MARSHALL FOCH (K) Finest salmon pink, very large blooms, spikes tall and strong. | .35 | 3.50 | |
| MONA LIZA (K) Strong plant, of palest soft rose-pink, or blushed white, many flowers open at a time. Gorgeous. | .25 | 2.50 | |
| CRIMSON GLOW (Betscher) Pure dark crimson. | .25 | 2.50 | 18.00 |
| LOUISE (Wright) The lavender queen among gladioli, bluish lavender flower with maroon blotch in throat. | .25 | 2.50 | 18.00 |
| LE MARECHEL FOCH (Van Deursen) Delicate pink, enormous wide open flowers, nearly as early as "Halley." An excellent grower, blooms from every bulb, a good florists' variety. | .25 | 2.50 | 18.00 |
| ANNA EBERIUS (Diener) This variety has created a sensation everywhere with growers and amateurs alike; dark, velvety purple, throat deeper shade, flowers of large size. | .25 | 2.50 | 18.00 |
| FRANK J. SYMMES (Diener) Salmon-rose pink with red center, ruffled edges, a strong grower. | .25 | 2.50 | 18.00 |
| VIOLET BEAUTY (K) Tall, large, cerise-violet. Grand red throat blotches. Beautiful. | .25 | 2.50 | 18.90 |
| PRIMROSE BEAUTY (K) Tall, strong, very large, primrose yellow. Extra. | .25 | 2.50 | 18.00 |
| CARMEN SYLVA (Prestgard) Almost pure white, medium tall, ideal cut flower, good multiplier, very popular variety. | .25 | 2.50 | |
| JOE COLEMAN (K) Very large and vigorous. Rich red. | .25 | 2.50 | |
| MRS. WATT (Crawford) Beautiful brilliant wine color. An excellent variety for decorative purposes. | .25 | 2.50 | |
| ORANGE GLORY (K) Kunderdii Glory type. Grand orange colored, with beautiful lighter throat, very rich and striking color, beautiful and distinct. | .25 | 2.50 | |
| MRS. W. E. FRYER (K) Very showy, orange scarlet. | .25 | 2.50 | |
| MISS VIRGINIA (Pooley) A massive showy spike of large soft bright scarlet flowers. Many open at a time. One of the best reds. | .25 | 2.50 | 18.00 |
| E. J. SHAYLOR (K) Tall, very strong plant and large blooms. A very beautiful, pure deep rose-pink, very choice. | .50 | 5.00 | 35.00 |
| PYTHIA (K) A gigantic red with many massive blossoms open at a time, extremely showy and grand. A favorite red. | .50 | 5.00 | 35.00 |
| A. B. KUNDERD (K) Tall, large, intensely ruffled flower of delicate deep cream color, overspread finest bluish pink, entire lower petals beautiful primrose cream, flushed pink at edges. | .50 | 5.00 | 35.00 |
| GOLDEN MEASURE (Kelway) Pure golden yellow, newest and finest gladioli of this color. | .50 | 5.00 | 35.00 |
| ROSE ASH (Diener) Ashes of roses. A color that has attracted the attention of everyone who has seen it; large flowers well set on a tall, stately spike. | .50 | 5.00 | 35.00 |
| SULPHUR GLOW (K) A beautiful shade of yellow, many well expanded, intensely ruffled flowers open at a time. A fine strong grower. | .50 | 5.00 | 35.00 |

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|---|------|-------|--------|
| ELF (Diener) Lemon yellow when in bud, flowers are snow-white when fully opened. Lemon yellow lip, a fine built spike. | .50 | 5.00 | 35.00 |
| NOVA (K) Large, broad, soft canary, delicately blushed, an extra grand variety. | .50 | 5.00 | |
| MYRA (K) A new and giant flowered Primulinus hybrid. Deep salmon over yellow ground, tall slender stem, yellow throat with pink lines. Exquisite. | .50 | 5.00 | |
| UHLAN CHIEF (K) Tall, graceful, slender spike. Flower of most intense brilliant vermilion scarlet, lower petals deeper color and beautiful dark feathered. A magnificent red. | .50 | 5.00 | |
| PURPLE GLORY (K) The giant of gladioli and a remarkable flower of deepest velvety maroon, red with almost black blotches in throat, wonderfully ruffled, extraordinary. | 1.00 | 10.00 | |
| R. J. KUNDERD (K) Medium tall, large flowers, brilliant deep vermilion, a wonderful showy gladioli. | 1.00 | 10.00 | |
| AMERICAN BEAUTY (Diener) American Beauty rose color, many open at a time, very beautiful. | 1.00 | 10.00 | 75.00 |
| MRS. JOHN R. WALSH (Diener) Heavy ruffled, flesh-pink with flame-colored centers, large flowers, a strong grower. | 1.00 | 10.00 | 75.00 |
| BETTY K. (Hermon Brown) Large well open flowers, color, crimson lake, lower petals have white blotch with a royal crimson center, a strong grower and a very prolific bloomer, a valuable gladioli. | 1.00 | 10.00 | 75.00 |
| MRS. LEON DOUGLAS (Diener) Ground color Begonia Rose, striped with flame and brilliant scarlet. Lip is pale lemon slightly speckled with ruby. The size of the flowers is immense, and all are very open and well set on the long spikes. The spikes are strong and tall, with many flowers open at a time. This is one of the most beautiful varieties ever produced. | 3.00 | 30.00 | 240.00 |
| MARIE KUNDERD (K) A wonderful white, as early as "Chicago White." Of purest white with an almost invisible soft pink line in center of lower petals. Grandest of all whites. | 1.00 | 10.00 | |
| MING TOY (K) Very large flower of finest form, tall plant, showy deep buff throat. A sensation wherever shown. | .75 | 7.50 | |
| EARLY SURPRISE (Kirchhoff) The largest early brilliant salmon. | .35 | 3.50 | |
| ALTON (K) A wonderfully ruffled variety of finest orange color, a magnificent flower. | .50 | 5.00 | |
| AM offering a fine Primulinus mixture in many shades of color, very dainty flowers. | | .50 | 3.00 |
| MIXTURE No. 2 contains bulbs of all kinds and colors, some choice ones in this mixture. | | .75 | 5.00 |

M. E. WHITE, Proprietor
Pacific Grove, California

Amount enclosed \$.....

Name

Address.....

Town..... **State**.....

R. F. D. No. _____ P. O. Box _____ Date _____

No. Bulbs..... No. Varieties.....

Order from Catalog by name of Flower, also number of bulbs wanted.

Please write name and address plainly, and fill in all blanks carefully, attach price to each article and add up accurately. If no objection, we substitute a similar or better variety when out of kinds ordered. Order early. PLEASE WRITE LETTER ON SEPARATE SHEET.

[illegible]

Postage and Insurance will be paid to any part of the United States or Canada on all orders accompanied by the full amount of cash.

 Please use this order sheet as it will aid in filling your order more promptly and help avoid mistakes.

PLANTING AND CULTURE

PLANTING—Gladioli can be planted at the time you begin making your garden, and if a prolonged blooming season is desired, plantings should be made at intervals of two weeks; this may be continued until late in June in the eastern and middle western states, and as late as the latter part of July along the coast of California.

When working the ground, keep in mind that it should be thoroughly pulverized to a depth of at least ten inches, then pack the soil firmly before planting.

The better the condition of the soil and the richer it can be made, the better your results will be.

FERTILIZER—Do not use fresh manure at planting time; well-rotted cow manure, thoroughly spaded into the soil before planting and also used as a mulch between the rows after planting is the best fertilizer that I know of, although any high-grade potato fertilizer may be used, taking care not to get it on too heavy or too close to the plants for fear of burning them. When applying commercial fertilizer the best method is to put it between the rows and then cultivate it into the soil.

Bulbs should be planted from 4 to 6 inches apart in the rows and rows should be at least 18 inches apart. If planted in beds, bulbs should be planted from 8 to 10 inches apart each way, at a depth of from 3 to 5 inches, depending on size of bulbs, and texture of the soil, the larger bulbs being planted the deepest. In heavy clay or adobe soil, planting should be more shallow than in sandy or light soil.

Keep well cultivated at all times, and do not allow a hard crust to form around plants at any time. When blooming spikes begin to appear, cultivation should not be deeper than two inches, but at the time they should be well watered; the best way is to water thoroughly and as soon as the ground dries off enough to permit, cultivate lightly but thoroughly so as to leave a mulch of dust on top of the soil. A good watering once or possibly twice a week is plenty in most localities.

Plant in full sunlight if possible, for the gladioli is a sun-loving flower.

When cutting your flowers you should leave at least four good leaves on each stalk, if you wish your bulbs to mature and ripen so as to make strong, healthy bulbs for next year's flowering.

The bulbs should be dug before the foliage or stalk has become entirely dry. Cut stalks close to the bulb and dry them in the air and sun for a few days or a week, then store in a cool, dry place until time to plant again. In concluding, I should like to advise every flower lover to subscribe to the "Flower Grower" published by Madison Cooper, Calcium, New York. \$1.50 per year.

TERMS ON ALL ORDERS

TERMS—Cash with order, or a deposit of 25% with order and the balance C. O. D. Prices are subject to change without notice.

Postage and insurance will be prepaid to any part of the United States or Canada on all orders accompanied by the full amount of cash.

Purchaser to pay postage on C. O. D. orders.

Orders large or small are appreciated and will be filled with the utmost care.

All orders are accepted subject to refusal should my stock of varieties desired have become depleted. If unable to fill your order completely and it is indicated that no substitutes are wanted, YOUR money will be returned to you promptly.

Orders will be shipped as soon after December 15th as weather conditions will permit.

Orders going east or north into cold climates will be shipped as soon after March 1st as weather conditions will permit.

ORDER EARLY as my stock of some varieties is somewhat limited and these may be entirely disposed of if your order is delayed. If you will kindly name a second choice it will save unnecessary correspondence in case I am entirely sold out of some of the varieties which you desire, as I will not substitute without your permission.

Customers wishing large quantities of planting stock and bulblets will please write for wholesale price list.